

# How To Transform Your Leaders In 2021

Using behavioral blueprints & continuous feedback to make behavior change easy.



# Today's Hosts



**Casey Johnson**

*Rhabit Analytics  
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Leadership Behaviors for In-Office vs. Remote Teams



Breaking Bad / Better Call Saul



Dream Trip: Spain



**Hilary Wilson**

*Rhabit Analytics  
Global Accounts Manager*



The Power of Habit by Charles Duhigg



30 Rock



Dream Trip: Singapore

# Related Resources



- Supporting content can be found at: [rhab.it/resources](https://rhab.it/resources)
- The slides & recording will be available in the Talent Library on Friday
  - Get your free All Access Pass here: [rhab.it/AllAccessPass](https://rhab.it/AllAccessPass)

# Agenda

- Laying the context
- Defining behavioral blueprints & continuous feedback
- Seeing them in action



Engagement  
of Employees



Company  
Performance

Leadership behaviors



Engagement of Employees



Company Performance



Behavioral blueprints & continuous feedback lend control & visibility to this level

Habit



# A behavioral blueprint for being respectful of others' time.

## Habit

Is respectful  
of others'  
time

## Behaviors

Doesn't send unnecessary emails after hours.

Arrives to meetings on-time and prepared to engage.

Shares agendas before a meeting.



# A behavioral blueprint for being innovative.

## Habit

## Behaviors

Is innovative



Comes up with big or small ideas that improve current processes or procedures.

Suggests new ideas on how to improve current processes.

Tries out new solutions that could improve an existing process.

Improves business processes by finding novel or innovative solutions.

# A behavioral blueprint for being innovative.

Executives

## Habit

## Behaviors

Leads  
innovation



Communicates an ongoing commitment to innovation.

Allocates sufficient resources to support innovation.

Communicates the value of innovation.



## Values

### Live the Southwest Way

- Warrior Spirit**
- Strive to be the best
  - Display a sense of urgency
  - Never give up

- Servant's Heart**
- Follow The Golden Rule
  - Treat others with respect
  - Embrace our Southwest Family

- Fun-LUVing Attitude**
- Be a passionate Team Player
  - Don't take yourself too seriously
  - Celebrate successes

### Work the Southwest Way

- Work Safely**
- Follow standard operating procedures
  - Identify and report hazards
  - Respect and comply with regulations

- Wow Our Customers**
- Deliver world-class Hospitality
  - Create memorable connections
  - Be famous for friendly service

- Keep Costs Low**
- Show up and work hard
  - Protect our ProfitSharing
  - Find a better way

# A behavioral blueprint for communication.

## Habit

Promotes clear communication

## Behaviors

In-Office Teams

- Uses easy to follow language.
- During a conversation, pays attention and don't do other things on the side.
- When explaining something, is concise and gets to the point quickly.

Remote Teams

- Remains easy to reach by phone, email, and chat.
- Ensures each teammate is well-informed and understands what is currently going on.
- Checks in with teammates frequently to know what they're working on and what they need.

# Remote workers prefer a different type of leader.

## In-Office Leaders

Charismatic

Intelligent

Confident

## Remote Leaders

Dependable

Productive

Organized

# More habits to explore for leaders of remote teams

## Habits

- Create a feeling of togetherness despite separation
- Cultivate the notion of a shared purpose
- Instill trust with people outside of their own teams
- Build rapport with new hires who have never seen the inside of the office
- Communicate in a way that keeps everyone included

# What is continuous feedback?

Continuous feedback encourages consistent communication centered around an employee's growth; in this case, for leaders.

It leverages the 'trial and error' learning patterns that are central to the way humans naturally learn.

It also operationalizes your company's behavioral blueprints.

# How frequently does their leader exhibit each behavior?

## Habit

## Behaviors

Is innovative



Comes up with big or small ideas that improve current processes or procedures.

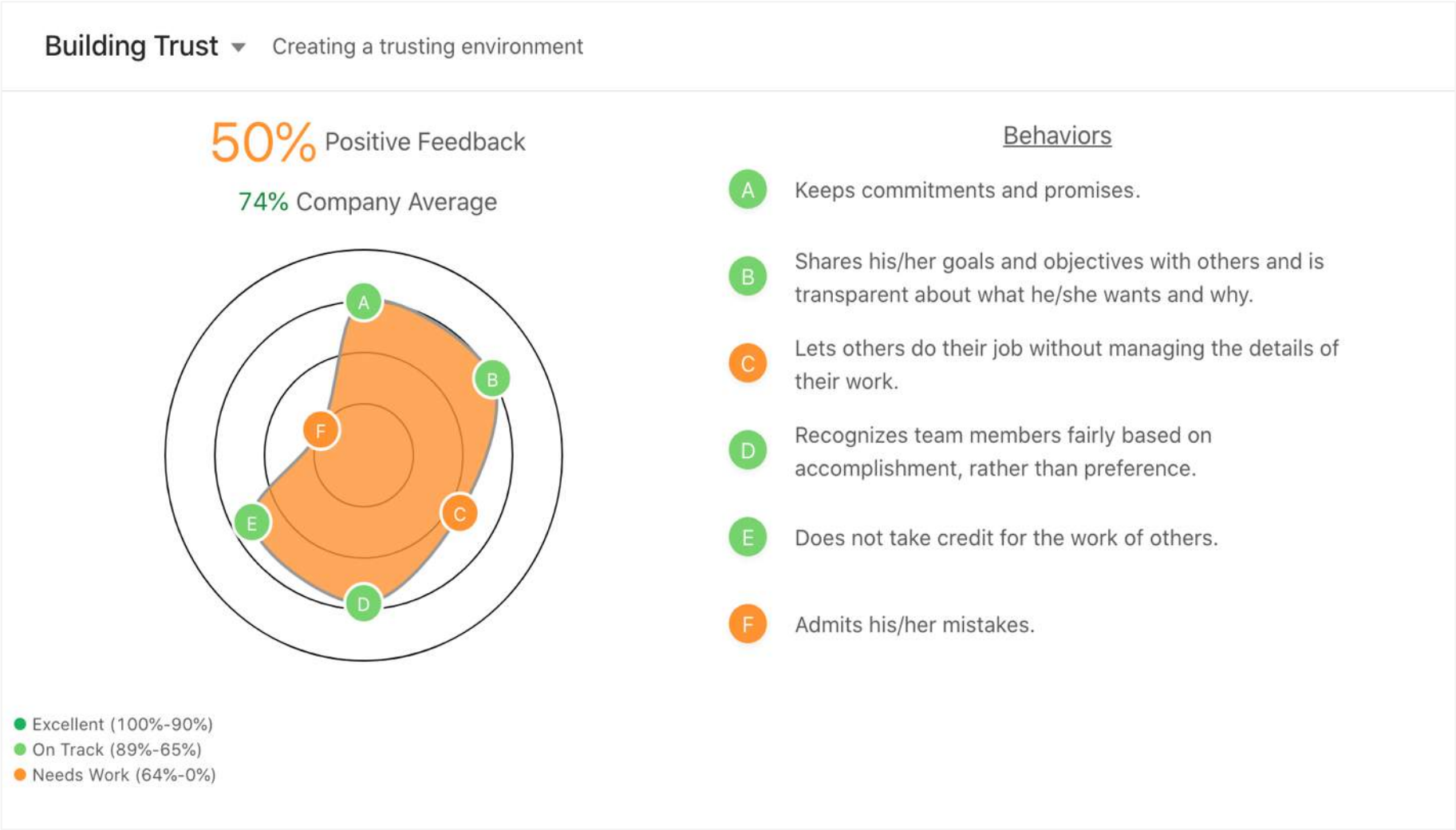
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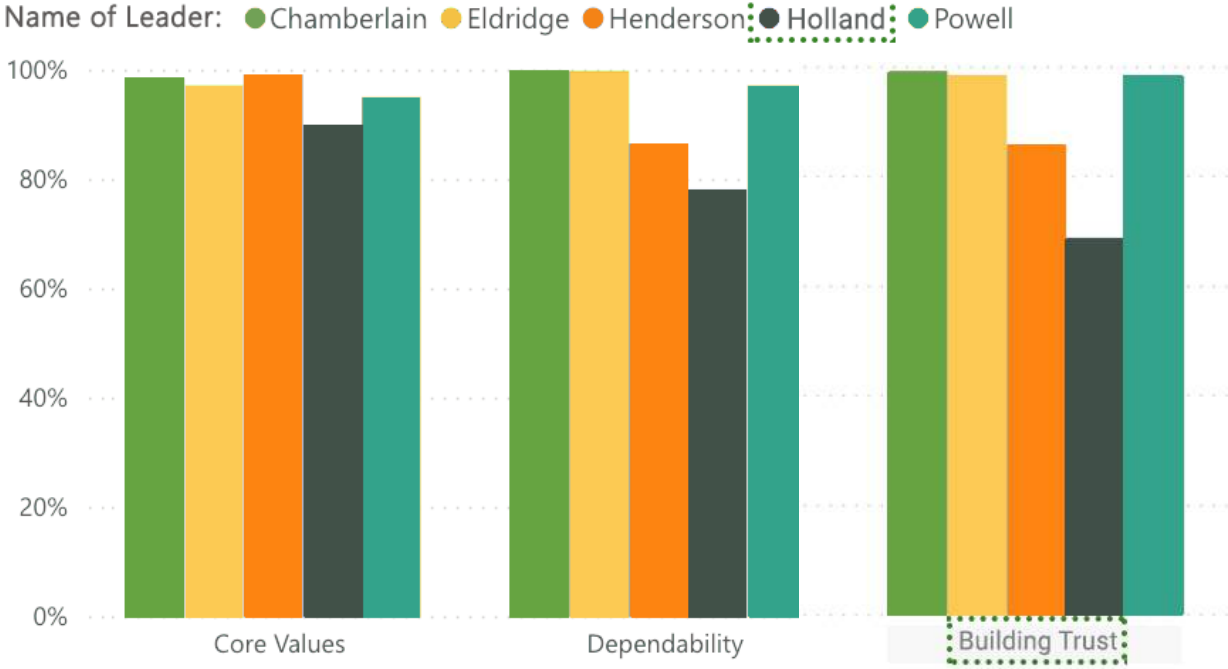


# Ideally, each leader will have access to their feedback data.

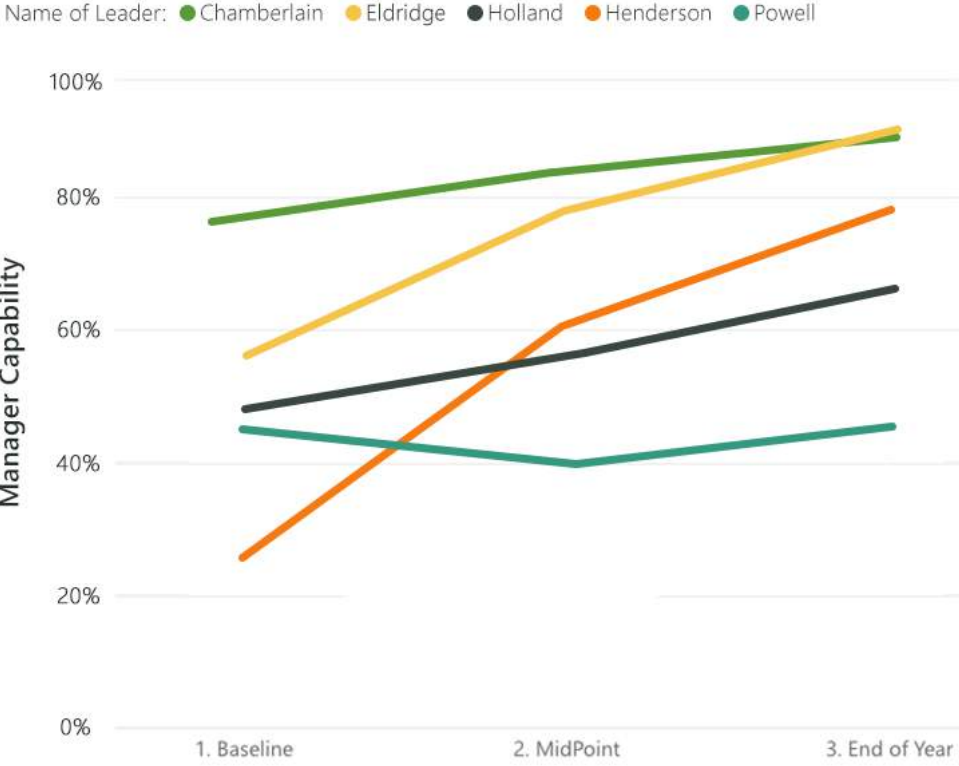


# Continuous feedback provides visibility into how behaviors are changing over time.

## Habit Performance by Leader



## Change Over Time (By Participant)



A person wearing a blue checkered shirt is leaning over a desk, using a yellow pencil to mark architectural blueprints. The desk is cluttered with various items: a silver laptop, a tablet, a brown coffee cup with a black lid, a blue mug, a silver pen holder with several pens, and a small potted plant. In the background, there is a window with a view of a building and a large indoor plant. The overall scene is a professional office environment.

Set leaders up for success with a **behavioral blueprint** paired with **continuous feedback**.

# What's Next For You?



## LEARN

- Sign up for Rhabit's monthly newsletter [here](#)
- Read our [Linkedin article](#) on aligning behaviors to new objectives
- Check out our [recent blog posts](#) for more on the topic
- Get your [All Access Pass](#) to Rhabit's webinar recordings, blog posts, videos, newsletters, and more



## DO

Email [hilary@rhabit.co](mailto:hilary@rhabit.co) to secure your customized demo!

# How to capture continuous feedback

Many platforms support the capture of continuous feedback. Here are some considerations to keep in mind:

- Rule #1: Happy users + meaningful data = powerful change.
- How frictive is the feedback capture process for the feedback provider?
- Who directly benefits from it?
- Can the process be tailored to our company's unique competencies?
- Does it provide reporting and analytics at the granularity needed by my team and leadership?



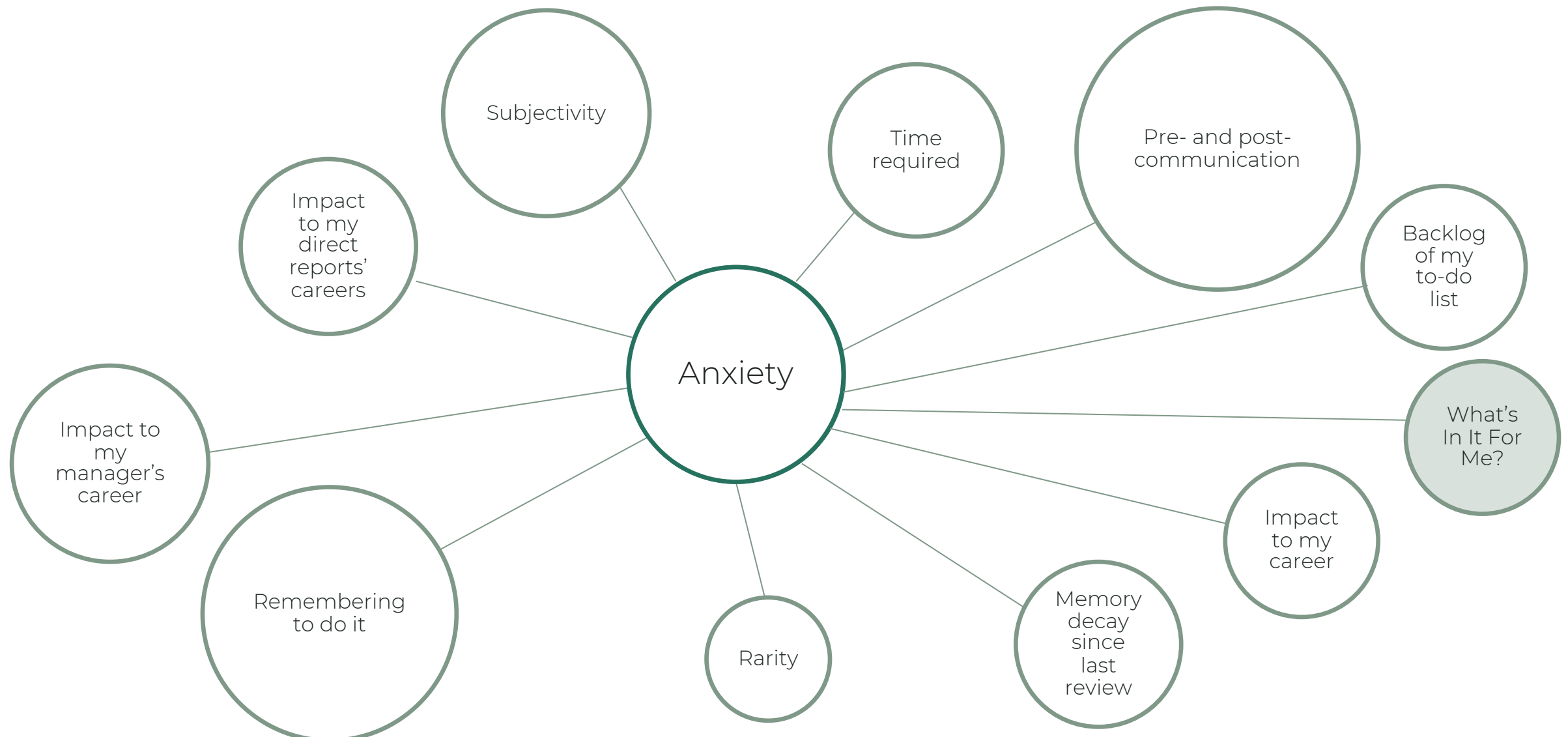
# Highlights from Past Webinars

# Why Choose A Continuous Feedback Approach?



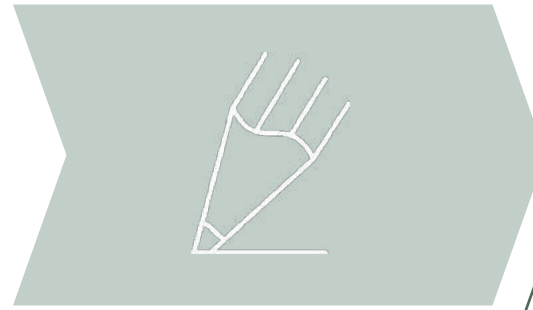
# The Reason Your Participation Rate Is So Low

Consider the emotional and cognitive load required of annual and pulse surveys.





# Comparison: A Recap



## Annual



## Pulse



## Continuous

Est. Time Required

Several hours / yr

10 minutes / survey

Minutes / wk

Scope

Broad

Topical

Flexible

Subjectivity

*(e.g., discussions, written components)*

Subjective

Neutral

Objective

Reporting Timeline

Slow

Fast

Immediate

Anxiety

High

Medium

Low

# Introducing Objectivity

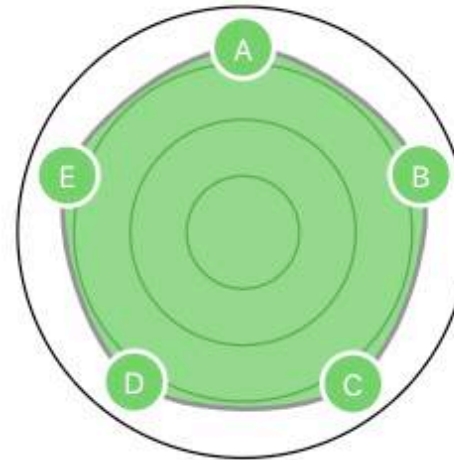
- Key benefits to adding continuous feedback data to your succession plan:
  - tempering impassioned, emotionally-charged conversations with observable data
  - leverage apples-to-apples data across cohorts
  - understand how closely individuals in each cohort are aligned to your company's core values
- You want to ask yourself:
  - Are managers asking the same questions during monthly 1:1s?
  - Are they recording their answers in a way that I can compare/contrast answers across individuals?

## Helping to Embrace Change ▾

Helping others in the company to cope with changing processes and requirements

83%

-1% from last week



- Excellent (100%-90%)
- On Track (89%-65%)
- Needs Work (64%-0%)

### Behaviors

- A When something in the company is changing, sets expectations about...
- B Helps his/her direct report to adjust to changes in the organization.
- C Asks questions and listens to direct reports about their concerns and...
- D Explains why the changes in the organization are important.
- E When something in the company is changing, explains how it will affect...

Search Users

Help

Give Feedback



Katherine Libby



### Cultural Health

69%

73	76	74	72	73	75
63	69	63	72	74	63
72	70	68	70	67	67

### Response Rate Distribution

94%

94% of users are strong responders

6% 94%

### Habit Performance

87%

87% of users have no weak habits

13% 41% 46%

### Networks Needing Attention

2

2 users have poor configurations

See Network Issues

### Team Stats

Search Teams

Team	Manager	Habit Scores	Response Rates
Internal Communications	Francine Jenkins	20% 27% 53%	37% 87%
Marketing	Marie Waltham	13% 20% 67%	5% 93%
Sales	Zachary McConnell	13% 33% 55%	9% 87%
Administration	Jackson Smothers	12% 40% 48%	8% 90%
Accounting	Quinton Ali	10% 30% 60%	99%
Global HR	Jennifer Smith	10% 40% 50%	11% 88%
Pune Engineering	Mandar Lavate	10% 33% 57%	7% 89%
Engineering	Daniel Pope	9% 32% 59%	7% 84%
Production	Buddy Heidenreich	9% 25% 65%	9% 87%

### Habits

Pin Habits

- 81% Communication
- 81% Helping to Embrace Change
- 80% Core Values
- 81% Improvement and Innovation

### Objective Compliance

Export Full Report

Name	Awaiting Review	Pending
Awaiting Review		
No users for this category.		

### Organization Objectives

Total 11

5 Very Confident

4 Somewhat Confident

Name	Objectives	
	Confidence	Total
Executive	3 1 1	5
Accounting	?	0
Administration		0

**Create your cohort.**

Who are you considering for the given role? Add them to the sandbox so that you can easily compare and contrast their performance.

Team Members		
User	Habits	Response Rate
Gustavo Rodgers		95%
Hazel Schneider		100%
Glen Campbell		79%
Grant Hubbard		94%
Greg French		100%
Allison Jordan		100%
Gina Peters		100%
Jennifer Smith		100%